

MSC FOR KIDS & TEENAGERS INFORMATION KIT



MSC Cruises is a worldwide leader in family cruises and onboard entertainment for kids/teens.

We created original iconic branded experiences, mascots, cartoons, web series, songs, board games, merchandising.



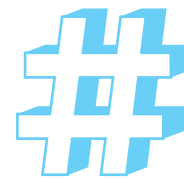
Working with top partners in the world (LEGO®, Chicco, Endemol, Nickelodeon, Fremantle, The Department Uk, King's Active, Carioca & Clementoni).

Live shows / activities for

340,000

children per year of 35 different nationalities

KEY MESSAGES



Official Hashtags:
#mscteens
#cabin12006

Providing 15 hours of live entertainment per day per ship

(over 90,000 hours per year fleet)

Connecting kids and teens, before, during and after departure, with our original hit web series.



Winner of

5

international awards as

"Best cruise line for families"

AWARDS



NEW "Best Cruise Ship for Families, MSC Seaside"
USA TODAY 10Best Readers' Choice 2020



NEW "Best Overall for Teens, MSC Meraviglia"
tripsavvy Editors' Choice 2019



NEW "Best Cruise Line for Families"
CruiseCritic UK Editors' Picks 2019



"Best for Families"
Wave Awards 2018



"Best Cruise Line for Families"
CruiseCritic UK Editors' Picks 2017

MATTEO MANCINI

AWARD-WINNING
CORPORATE KIDS
ENTERTAINMENT
MANAGER,
MSC CRUISES



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The number of older children and teens sailing with us continues to grow. Now, 11 to 17-year-olds make up 42% of our young guests, so we've been developing exciting new teen-focused activities and a new web series just for them. We're delighted to listen to the new generation and create programs that they relate to. If you are a parent with children on board, be sure not to miss the LEGO and Chicco playrooms and our top 10 activities!

TOP 10 ACTIVITIES

1



DRONE ACADEMY

First school of drones on board! After training in drone piloting skills, teens participate in high-energy drone relay races at night with fluo effects and glowing drones.

LOCATION: Sportsplex

SHIP: MSC Grandiosa

TARGET: YOUNG & TEENS, 10-17 YEARS

2



THE LEGO EXPERIENCE ON BOARD

LOCATION: Kids Area

WHEN: Daily

DURATION: 40 minutes
each session

TARGET: 6-10 YEARS & PARENTS

CHEFS AT SEA JUNIORS*

LOCATION: Theater - Lounge

WHEN: At Sea day(s)

DURATION: 40 minutes

TARGET: 7-12 YEARS & PARENTS

* Not on every ship

3



TOP 10 ACTIVITIES

4



CABIN 12006 WEB SERIES & EXPERIENCE

MSC Cruises original web series and experience on board!

FAMILY GAME SHOW
LIVE PARADE
GREEN SCREEN EXPERIENCE (OBR)
MERCHANDISE (OBR)
DANCE LESSONS
SOCIAL MEDIA PROJECT FOR TEENS
LIVE CONCERTS
WEB SERIES

TARGET: YOUNG & TEENS, 12-17 YEARS

5

MSC DANCE CREW

A unique dance talent show on board with the first dance crew at sea! Every cruise @Theatre FREMANTLE

TARGET KIDS: 9-12 YEARS
TARGET TEENS: 13-17 YEARS



6

SPY MISSION

An onboard mystery to solve, a live action game full of secrets to find.

TARGET: 8-14 YEARS



TOP 10 ACTIVITIES

7



MSC FIRE & ICE

A unique family game show dedicated to the world of Magic.

TARGET: 6-11 YEARS

8

DOREBRO SPORT PROGRAM

LOCATION: Sport area

WHEN: Every day

DURATION: 45 minutes each session

TARGET: 8-11 YEARS, 12-17 YEARS

9



MSC FOUNDATION



KIDS FOR MSC FOUNDATION

Each child on board will be an MSC Foundation Junior Ambassador, taking part in our Social Responsibility program. Junior Ambassadors will help spread positive messages and engage in dedicated actions to protect the sea, the planet and children's rights.

10

DOREMI FAMILY ACTIVITIES

Don't miss all our family live activities with our onboard mascots. The talent show, family disco and parades will guarantee you unforgettable moments during the cruise.

TARGET: 3-11 YEARS





LEGO Clubs:

LI-MR-SE class +
MSC Splendida

LEGO Experience

Day: Fleet

Mascot LEGO

SAILOR: Fleet

Christmas Gifts:

Fleet



FLEET:

MSC Baby time
MSC Baby care

FA + MU class: baby zone

New ships + LI class:

Chicco baby club

Christmas Gifts: Fleet





MSC PRESENTS



MSC CRUISES ORIGINAL

Cabin

12006

KELLY & KLOE NEW ADVENTURES

"CABIN 12006" AN MSC CRUISES ORIGINAL WEB SERIES PRODUCED BY JUMPCUTMEDIA FOR NICKELODEON CREATED BY MATTED MANGINI
WRITTEN BY MARIAGIULIA BERTUCCI AND JONATHAN GUERRERO DIRECTED AND EDITED BY ALESSANDRO VALBONESI

PRODUCED BY **JUMPCUT** MEDIA MILANO FOR **nickelodeon**

IN COLLABORATION WITH ONE ORGANIZATION